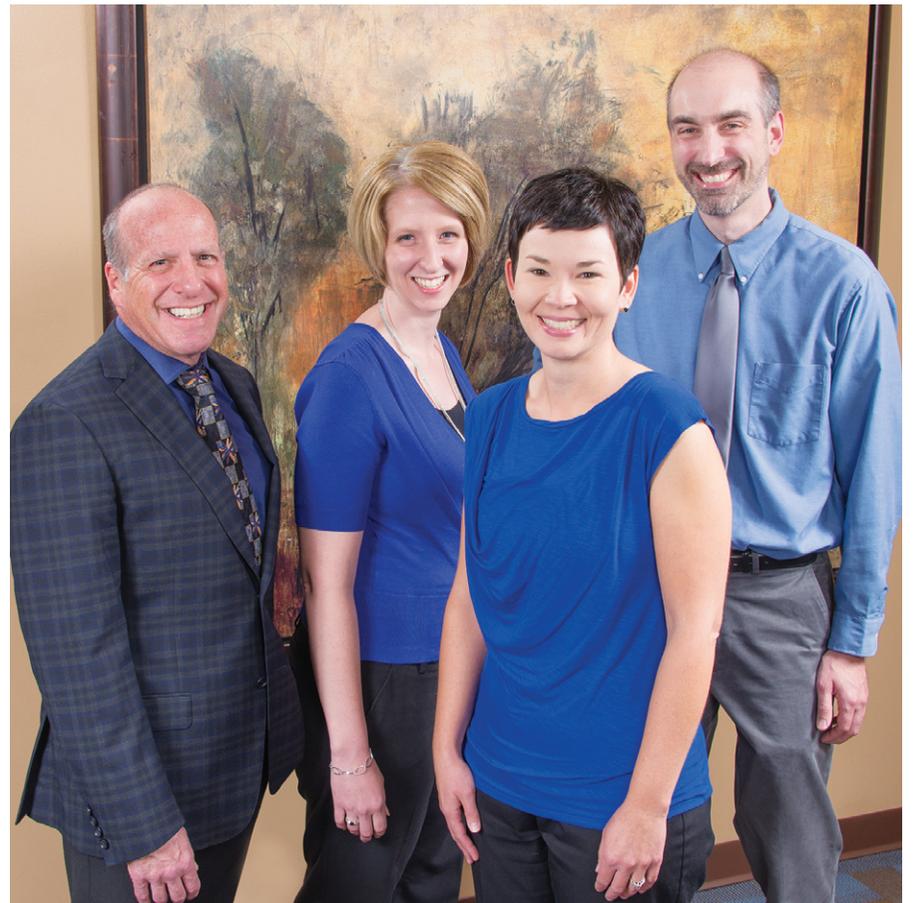


Share the Joy of Better Hearing



by Benjamin Margalit/Margalit Studio

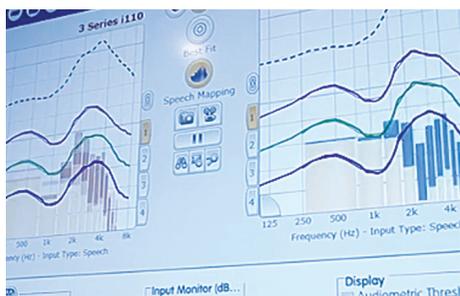
Cleveland ENT/Physician Hearing Centers offers a team approach to diagnosing and correcting hearing loss. From left to right, Dr. Bert Brown, Chessy Umbel, Au.D., Stephanie Rosenblum, Au.D., CCC-A, and Rudy Chmelik, Au.D.

At Cleveland ENT/Physician Hearing Centers, otolaryngologist Dr. Bert Brown and his team help patients rediscover the joy of hearing courtesy of what could be the country's only Sound Experience Room.

by Nina PolienLight
Contributing Writer

Once a doctor diagnoses a person with hearing loss, it is not uncommon for him to hand off the patient to an audiologist and move on to the next patient. But what may be an efficient practice for the physician can be detrimental to the hearing-impaired individual.

"My team of three doctors of audiology and I formulate a hearing correction plan together by viewing each patient as a whole and assessing his or her hearing needs," explains Dr. Bert Brown, of *Cleveland ENT/Physician Hearing Centers*. "Our team approach is different than that of any other hearing center in the country because



SER simulates sounds patients will encounter during their daily lives, such as music, children's laughter, and people talking in a busy restaurant.

we're not just addressing hearing loss, but we're also addressing how each person uniquely interprets sound in the world. This is important because studies show that hearing loss can lead to memory problems, fatigue, stress, depression, social isolation, irritability, reduced job performance, and changes in the brain due to a lack of engagement."

When physicians and doctors of audiology do not work in tandem—or when patients go to discount hearing centers or big-box stores—patients may suffer.

"Hearing aid technology has improved dramatically," says Dr. Brown, who has been practicing otolaryngology in Cleveland for 26 years and added Physician Hearing Centers to his full ENT practice about 13 years ago. "When a patient says, 'My hearing aids help some, but not much,' it's a sign that they don't have the appropriate hearing aids or that the aids are not adjusted properly."

Now that hearing aids are digital, any audiologist can plug one into a computer and adjust the settings. But this convenience does not take into account each patient's interpretation of sound. In what could be the country's only Sound Experience Room, located in the Macedonia Cleveland ENT/Physician Hearing Centers office, patients test their hearing aids in real-life situations so audiologists can adjust them on the spot. SER simulates sounds patients will

encounter during their daily lives, such as music, children's laughter, and people talking in a busy restaurant. Based on the patient's response, the audiologist adjusts the hearing aid so it will not over- or under-amplify sound.

"Our team approach is different..."

"I get as much satisfaction from helping people manage their hearing loss as I do from helping people overcome medical problems," Dr. Brown says. "When I hear people cry because they're hearing sounds they haven't heard fully in years, it's remarkably rewarding. That's why our tagline is, 'Share the joy of better hearing.'"

Physician Hearing Centers carries most brands of quality hearing aids. Dr. Brown offers a variety of payment plans and works with patients so they can obtain the hearing aids they need.

"Hearing is not a budget commodity," he observes. "It's one of the five vital senses and its management shouldn't be compromised by looking for the best deal."

"With family gatherings and parties this holiday season, now is the perfect time for scheduling a hearing test. Acknowledging that many folks with hearing loss are reluctant to seek help, Dr. Brown suggests that loved ones agree to a hearing test at

the same time. Based on the results, Dr. Brown and the audiologists can make recommendations.

"There's no other ENT as intimately involved as I am in managing patients' hearing loss when it comes to hearing aids," he says.

Cleveland ENT/Physician Hearing Centers has two locations: 640 East Aurora Road, in Macedonia, and 6770 Mayfield Road, Suite 210 (in the Atrium of Hillcrest Hospital), in Mayfield Heights. For more information or to schedule an appointment, call 330-238-4559. Visit the redesigned website at www.PhysicianHearingCenters.com.

Join us for a **Holiday Celebration**

to Share the Joy of Better Hearing,
November 17 to November 21.

Schedule an appointment and learn about advancements in hearing aid technology. Refreshments and desserts will be served at Cleveland ENT/Physician Hearing Centers, 640 East Aurora Road, in Macedonia and 6770 Mayfield Road, in Mayfield Heights. Call 330-238-4559 to schedule today.